

AGREEMENT

COMMISSIONING THE WORK: “FORMULATION OF A MASTER PLAN FOR THE LAVRION-ATHENS- ELEUSIS CULTURAL ROUTE (ATTICA TRILOGY)”

PRINCIPAL: • DIAZOMA ASSOCIATION

CONTRACTOR: • PLAN E.E. THOMAS PH. GREVE & CO

ATHENS, MAY 2020

**CONTRACT COMMISSIONING THE WORK:
“FORMULATION OF A MASTER PLAN FOR THE LAVRION-ATHENS-
ELEUSIS CULTURAL ROUTE (ATTICA TRILOGY)”**

In Athens, on this day, Friday 29 May 2020, following Decision No. 6 of the Board of Directors of the DIAZOMA Association, taken at the Board meeting of 19 May 2020,

Between:

- the “DIAZOMA” non-profit association, having its registered office at 30 Bou-boulinas street, Tax Identification Number (AFM) 998191496, D’ Tax Office (DOY) of Athens, legally represented by its president Mr. Stavros Benos, (hereinafter referred to as the “PRINCIPAL”)

and

- PLAN EE Thomas Ph. Greve and Co, a limited partnership having its registered office at 6 Ainos Street, Tax Identification Number (AFM) 082438290, D’ Tax Office (DOY) of Athens, legally represented by general partner Thomas Ph. Greve, (hereinafter referred to as the “Contractor”)

It is hereby agreed as follows:

RECITALS

Commissioning this study falls within the scope of the DIAZOMA Association’s efforts to facilitate and propose to the competent authorities the creation of Cultural Routes (CR) as branded tourism products/experiences, which will enrich the potential to attract demand for specific interest tourism, in this instance demand for cultural tourism, and will favor tourism in Attica not only in terms of time (extending and stabilizing the tourist season to 12months) but also thematically (diversifying demand, increasing the cultural tourism demand segment) and spatially (expanding the spectrum and points of interest in Attica and its individual destinations).

The Study aims to shape and subsequently promote a branded tourism product/experience which will consist of visitors’ (actual and potential) specific elements of interest with regard to the Region’s rich cultural and environmental heritage, in conjunction with the local production of goods and services included in the tourism product/experience. It also aims to create opportunities for businesses and producers of goods and services operating in the wider areas of this route, to attract new investment, while respecting and highlighting the diverse uniqueness of each location, and to secure resources for the preservation of the archaeological sites and monuments.

In this sense, the Study is fully compatible with and adapted to the Regional Operation Programme (ROP) Attica 2021-2027; indeed, it is cited as an example in the ROP Priority Axis 5, as follows:

Priority Axis 5: INTEGRATED TERRITORIAL INVESTMENTS (ITI) IN AREAS AND HUBS (URBAN AND PERI-URBAN AREAS) WITH SPECIAL – UNIQUE CHARACTERISTICS FOCUSING ON PROMOTING THE METROPOLITAN ROLE OF THE REGION IN THE CULTURE, TOURISM AND ENTREPRENEURSHIP SECTORS (THEMATIC ITIs: It should be noted that the “Attica Trilogy” concerning Athens – Lavrion – Eleusis is included by way of example in the proposals of the Policy Making Group for the new programming period of the Operational Programme of Attica, with a budget of 50 million euros.)

ARTICLE 1: OBJECT OF THE AGREEMENT

The object of this agreement is commissioning the work: “*FORMULATION OF A MASTER PLAN FOR THE LAVRION-ATHENS-ELEUSIS CULTURAL ROUTE (THE ATTICA TRILOGY)*”.

ARTICLE 2: OBJECT OF THE STUDY

The object of the study is to formulate proposals for a **Cultural Route with three main poles** (Lavrion-Athens-Eleusis), which shall be designed from the outset as an ITI and which shall offer visitors an experiential and holistic experience and which shall be based on the exceptional quality and authenticity of the products and services provided. Famously, Lavrion was the financial center (support) of Ancient Athens’ peak while Eleusis was its religious and spiritual center.

“Route” does not mean a specific and rigorous course which the visitor will necessarily be called to follow, but a wider territory where visitors can wander in or around the main attractions in anticipation of experiences that will pleasantly surprise them. The interaction with the monuments and the high level of their presentation, as well as the high quality and authenticity of the products and services, should be described and formulated as proposals to the competent authorities. The proposals relating to the products and services should also be communicated to local entrepreneurs, become subject to consultation, and ultimately be agreed upon and operate as an implementation model for those who agree to the conclusion of a “*Cultural Route Participation Quality Pact*”.

The Contractor shall use published tourism data (direct and indirect) as well as relevant studies and research as sources.

In addition, the Contractor shall concurrently monitor and take into account:

- The contemporaneous planning for the “Great Walk of Athens” to which the Study shall be adapted in such a way that the three poles (Athens, Eleusis, Lavrion) constitute a comprehensive Cultural Route.
- The encouraged exploitation of the cultural resources of the region of Acharnes in Attica, which includes urban and peri-urban projects/regeneration that are already being planned and intended for inclusion in a 2021-2027 NSRF Operational Programme.
- The Cultural Portal athensculture.net

More specifically, the contents of the study commissioned are:

2.1 MAIN CHARACTERISTICS OF THE REGION OF ATTICA

2.1.1 General Information

2.1.2 Tourist flows in the Region of Attica

Inbound/domestic tourism, seasonality & occupancy, hotel potential, development of tourist flows and hotel potential in the Region, visitor flows in museums and archaeological sites. The current state shall be recorded and analyzed on the basis of this data, as well as utilizing data from previous studies, interviews with tourism professionals, tour guides etc.

2.1.3 Cultural and Natural Resources in the Region of Attica

Existing main poles of attraction for visitors, focusing on the area of Athens: Acropolis, Acropolis Museum, Ancient Agora, Pnyx, Theatre of Dionysus, Odeon of Herodes Atticus, National Archaeological Museum of Athens, Sounion, Ancient Mines of Lavrion, Archaeological Site of Eleusis, as well as other sites of archaeological interest conceptually linked to the aforementioned.

2.2. STRATEGIC FRAMEWORK FOR THE DEVELOPMENT OF A SUSTAINABLE TOURISM MODEL FOR THE REGION OF ATTICA

2.2.1 The Necessity of Structural Intervention in the Tourism Development Model of the Region of Attica

2.2.2. The Objectives of the Strategy

2.2.3. The Concept of the Cultural Route

2.2.4. The Integrated Territorial Investment as a Tool for Implementing the Strategy. Alignment of the Master Plan with EU requirements as well as NSRF rules for ITIs.

2.3 THE CULTURAL ROUTE OF THE ATTICA TRILOGY (Eleusis - Athens – Lavrion).

2.3.1. The Structure of the Route

The connection of Ancient Athens and its port, Piraeus, with Eleusis, its Spiritual Center (Telesterion) and Lavrion, its Production Center (silver mines).

- 2.3.2. Cultural and Natural Resources in the Region of Eleusis**
- 2.3.3. Business Potential in the Region of Eleusis**
- 2.3.4. Tourism Resources and Infrastructure in the Region of Eleusis**
- 2.3.5. Tourist Flows in the Region of Eleusis**
- 2.3.6. Cultural and Natural Resources in the Region of Lavrion**
- 2.3.7. Business Potential in the Region of Lavrion**
- 2.3.8. Tourism Resources and Infrastructure in the Region of Lavrion**
- 2.3.9. Tourist Flows in the Region of Lavrion**

NB. There is no request for the natural and cultural resources and tourism data for Athens and Piraeus to be recorded, as ITIs are being implemented in both these metropolitan areas already, with regard to which the Trilogy will play a complementary part.

2.4. STRATEGIC FRAMEWORK FOR “THE ATTICA TRILOGY” INTEGRATED TERRITORIAL INVESTMENT

2.4.1. Building the Strategy

Development and promotion of Eleusis and Lavrion as complementary cultural tourism poles in the Region of Attica.

2.4.2. Prospects and Proposals for the Development of the Cultural Route as a Thematic Tourism Product

Connecting cultural resources to offer a comprehensive cultural tourism product.

Strategy for channeling demand towards Eleusis-Lavrion.

2.4.3. Public and Private Sector Synergies

Connecting with local economy & community, Enterprise Cluster.

2.5. PRODUCING AN ACTION PLAN PROPOSAL FOR THE IMPLEMENTATION OF “THE ATTICA TRILOGY” ITI

2.5.1. General Framework for the Specification of the ITI

2.5.2. Proposals for Projects and Actions of the Cultural Route regarding Infrastructure, Marketing- Digital Applications, Entrepreneurship

2.5.3. Related Projects in the Current Programming Period 2014-2020

2.5.4 Analysis of funding resources

2.6. PROPOSAL FOR THE GOVERNANCE OF THE ITI “THE ATTICA TRILOGY”

2.6.1. General – Institutional Framework

2.6.2. ITI Governance Framework

2.6.3. Proposed Governance Bodies and Allocation of Responsibilities

Strategy, Management and Operation Bodies, Enterprise Cluster, DMMO.

The Study shall expressly indicate the structure of a permanent mechanism for governing the operation of the whole initiative, which will perform the tasks of a Destination Management and Marketing Organization. For this purpose, the material produced by relevant studies for other regions of the country where DIAZOMA is active (Epirus, Central Greece, East Macedonia and Thrace) will be utilized. It should be borne in mind that the Municipality of Athens currently has a DMMO, in order to provide for the necessary synergies.

Sub-chapters 2.5 and 2.6 (Action Plan Proposal for the Implementation of the ITI and Governance Bodies and Allocation of Responsibilities) should be structured in separate sections/phases in accordance with DIAZOMA’s practice to date, which is depicted in the diagram below:



(Left to right: Infrastructure; Marketing and Digital Applications; Entrepreneurship; Governance)

It goes without saying that, as indicated in the diagram above, infrastructure, marketing and digital applications, and entrepreneurship shall form part of sub-chapter 2.5, and Governance part of sub-chapter 2.6.

Specifically:

In highlighting the problems currently affecting the tourism product in the activities listed below, the Study shall provide evidentiary support as well as proposals for addressing those problems through the Route:

- Concerning Public Infrastructure (archaeological sites & museums, sights, stop-rest areas, routes within the archaeological areas and settlements etc.). **Specific projects** of an archaeological nature, small-scale projects within the archaeological sites to improve visitor satisfaction, as well as other external infrastructure projects, which may be deemed necessary shall be proposed following consultation with the competent bodies and the evaluation of their proposals.

- Concerning businesses within the poles of the CR that offer products and services to visitors, either directly or indirectly. Emphasis will be placed on primary production businesses and their cooperation with hotel-accommodation and catering businesses. The most important of these businesses, in the regions of Lavrion and Eleusis, shall be recorded so as to facilitate at a subsequent stage the creation of a corresponding enterprise cluster connected to the route. With regard to Athens, this record will only consist in identifying the companies offering goods and services which can ideally be incorporated in the configuration of the new cultural tourism product we envision for the Region of Attica.
- Concerning businesses, institutions, and bodies organizing public events offered to both visitors and residents.

The enterprises forming the object of the record and depiction of the current situation shall be those deemed capable of contributing to the composition and formulation of the CR's tourism product, such as selected businesses in the catering and leisure sectors, producers of local products in the primary and secondary sectors, travel agencies and tour operators and cultural bodies (museums, galleries, cultural event organizers, etc.).

The description of the proposed interventions (in chapter 2.5.1 Proposal for the Specification of the ITI) for the achievement of “quality and authenticity” for products and services shall include:

- Small-scale projects in public spaces, such as uniform signs on public roads and information points, as well as in the individual enterprises, such as business signs/labels, wi-fi, digital information, etc.
- Actions that facilitate and support entrepreneurs to improve the services they provide.
- Actions that enrich the tourism product and which are currently either not on offer or could improve and interlink those that are already part of the offered product (for example, wineries and farms open to visitors).
- Funding tools that will allow the implementation of the above, either as public sector investments for the necessary (small-scale) infrastructure projects (e.g., signage) or as state aid to enterprises or as grant schemes.
- Various professional activities and enterprises related to tourism (by way of example): tour guides, tourism digital application companies, taxi associations, local bus companies (KTEL), water transport companies, logistics companies, souvenir shops, designer products, local/Greek food, car and motorbike rentals, etc.

The ITI specification proposal will also determine the execution **phases/ stages** for the implementation of the proposal and set an order of priority for the works, actions, and adjustments proposed. They will be categorized into immediate, medium- and long-term works –actions – adjustments based on their operational necessity, taking into account the step-by-step application of the study in parts, where necessary and where the

projects are procedurally time-consuming or carry relatively high costs and must be developed over a longer period of time.

ARTICLE 3: STUDY FORMULATION SCHEDULE

Deliverable A, consisting of contents 2.1 up to and including 2.3 of Article 2, shall be delivered four (4) months after the signing of the agreement. **Deliverable B**, consisting of contents 2.4 up to and including 2.6, shall be delivered five (5) months after the receipt of Deliverable A by the Study monitoring and receipt committee referred to in Article 5 hereof.

An extension of the time for the completion of the individual deliverables beyond the deadlines stipulated in this article may be granted by decision of the Principal if delays occur during the preparation of the study that are not due to the exclusive fault of the Contractor in the opinion of the Principal. In particular, any delays and obstacles to the smooth implementation of the works of the Study that may arise as a result of the Covid-19 epidemic and are associated with it (e.g., inability to hold meetings and visits, lack of access to studies, databases and other material) shall be taken into consideration.

The request for an extension must be submitted within the contractually agreed time schedule for the formulation of the Study and include a justification for the requested extension and a schedule.

The Study's deliverables shall be deposited with the "DIAZOMA" association.

ARTICLE 4: REMUNERATION FOR THE FORMULATION OF THE STUDY

The Contractor's fee for the execution of the Study is set at **20,000.00 euros** plus VAT.

The fee shall be paid in installments, as follows:

20% upon signature of this agreement.

30% upon submission of Deliverable A.

30% upon submission of Deliverable B.

20% upon approval of the Deliverables by the competent body.

ARTICLE 5: MONITORING AND RECEIPT COMMITTEES

1. DIAZOMA appoints a five (5) member Committee to **monitor** the study, consisting of:
 - 1 representative of the Region of Attica, Mrs. Eleni Doundoulaki, Regional Vice Governor for Culture, with Mr. Giorgos Kormas, scientific associate of the Region of Attica, as alternate.

- 1 representative of the Municipality of Athens, Mrs. Katerina Koskina, culture advisor to the Mayor of Athens, with Mr. Anastasios Kriekousis, diplomatic advisor to the Mayor of Athens, as alternate.
- 1 representative of the Municipality of Eleusis, Mr. Dimitris Liaskos, Vice Mayor for Culture, with Mr. Dimitris Papagiannaros, Municipal Councillor and President of the Tourism Committee of the Municipality of Eleusis, as alternate.
- 1 representative of the Municipality of Lavrion, Mrs. Ekaterini Palli, Secretary General of the Municipality, with Mrs. Eleni Vlachou, special advisor to the Municipality of Lavreotiki, as alternate.
- 1 representative of the DIAZOMA Association, Mrs. Betty Chatzinikolaou, founding member of the Association and Tourism expert, and Mrs. Maria Sofikitou, archaeologist and DIAZOMA member, as alternate.

This Committee shall monitor the preparation of the study so that it is carried out according to scientific standards and practices, ensure that the contractors have examined and evaluated the proposals of the competent bodies of the Ministry of Culture and Sports etc., as well as the Municipalities included in the Route, and have substantiated the individual proposals for projects and actions, taking their long-term prospects and aspects into account, so as to secure the comprehensive nature of the Route. The Committee acts in an exclusively advisory capacity, and its opinions shall be submitted to the DIAZOMA Association Board of Directors.

- For the **receipt** of the study on behalf of the DIAZOMA Association, a three (3) member Committee is appointed, consisting of two representatives of DIAZOMA, Mrs. Betty Chatzinikolaou, lawyer- tourism expert, with Mrs. Maria Sofikitou, archaeologist and DIAZOMA member, as alternate, and Mr. Panagiotis Ntais, member of the DIAZOMA Board of Directors, with Mr. Evdokimos Fregkoglou, DIAZOMA member and programming director, as alternate, and a representative of the Region of Attica, Mrs. Eleni Doundoulaki, Vice Governor for Tourism, with Mr. Giorgos Kormas, scientific associate of the Region of Attica, as alternate.

Following the receipt of the study and its submission to the Board of Directors, the President of the DIAZOMA association shall forward it to the competent Services in order to promote the inclusion of the planned works and actions in the Regional Operational Programme.

ARTICLE 6: INTELLECTUAL PROPERTY

Upon signature of this agreement, the Contractor transfers all intellectual property rights arising from the application of this agreement in accordance with the provisions of Law 2121/1993 to the Principal.

ARTICLE 7: OBLIGATIONS OF THE CONTRACTOR

The Contractor undertakes to carry out the work commissioned by this agreement with due care and diligence, in a scientifically sound manner and in accordance with the terms, conditions, and deadlines of this agreement.

ARTICLE 8: TERMINATION OF THE AGREEMENT

The Principal is entitled to terminate this agreement in any case of breach of the Contractor's obligations. In such an instance, the Principal is entitled to commission this work to another Contractor.

ARTICLE 9: CANCELLATION DUE TO FORCE MAJEURE

In the event of an exceptional, unforeseeable, and non-preventable event which makes it impossible to start, progress, or complete this study, the contracting parties shall release each other from their contractual obligations, with the exception of fees payable to the Contractor for the work carried out under this agreement up until then.

ARTICLE 10: AMENDMENT OF THE AGREEMENT

All the terms and conditions of this Agreement are deemed essential and any amendment or supplementation of any term and conditions of this agreement shall be established only in writing to the exclusion of any other means of proof.

ARTICLE 11: RIGHTS OF THE REGION OF ATTICA AND LOCAL AUTHORITIES

The present agreement is concluded for the benefit of the Region of Attica and the three Municipalities-cities of the CR. Their interest in the quality of the study is therefore understood and both parties to this agreement accept that the study shall be provided to the competent Services of these bodies.

ARTICLE 12: APPLICABLE LAW – SETTLEMENT OF DISPUTES

This agreement is governed by Greek law and Article 15 of the DIAZOMA Association statutes.

The Principal and the Contractor shall make every effort to settle any disputes relating to the interpretation or application of this agreement amicably, in accordance with the rules of good faith and business ethics.

In the event the aforementioned efforts fail, the courts of Athens are designated to have jurisdiction over the resolution of the dispute.

In witness thereof, this agreement was drawn, and having been read by the parties, is signed by them in duplicate, each party receiving one copy.

THE CONTRACTING PARTIES:

On behalf of DIAZOMA:
The president of DIAZOMA

On behalf of the Contractor of the work:
The legal representative

Stavros Benos

Thomas Ph. Greve